

February 6, 2002

TO: John J. Wilson, Art Unit 3732  
CP2, Room 3B30

FROM: Jeanne Horrigan, EIC-3700 *JH*

SUBJECT: Search Results for Serial #09/483526

Attached are the search results for the "Tooth Whitening and Image Enhancement Center Method," including results of prior art searches in products/commercial services/business/management non-patent databases.

I tagged the items that seemed to me to be most relevant. The blue tags indicate articles about some kind of medical (eye, dental, healthcare) center located in a mall or one of the other types of places listed in the application. The red tags indicate articles that relate closing and profitability of these medical centers. In addition to the tagged literature, **I suggest that you review all of the results.**

*Although your priority date is October 1993, I kept a lot of the more recent titles in the search results to show something of the progression of the art.*

In the search results, a row of asterisks marks the end of a search, including the search strategy, in a particular set of databases and the beginning of a new search in a different set of databases.

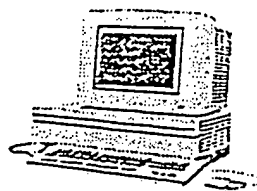
I hope these results are useful. Please let me know if you would like me to expand or modify the search or if you have any questions.

Also attached is a "*Search Results Feedback Form*." Your feedback will help enhance our search services.

# EIC3700/2900

## Search Results

### Feedback Form (Optional)



Scientific & Technical Information Center

The search results generated for your recent request are attached. If you have any questions or comments (compliments or complaints) about the scope or the results of the search, please *contact the EIC searcher who performed your search (or either of us)*:

John Sims, Team Leader, 308-4836, CP2-2C08  
or Jeanne Horrigan, Searcher, 305-5934

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#### Voluntary Results Feedback Form

➤ I am an examiner in Workgroup:  Example:

➤ Relevant prior art found, search results used as follows:

- ☐ 102 rejection
- ☐ 103 rejection
- ☐ Cited as being of interest.
- ☐ Helped examiner better understand the invention.
- ☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

- ☐ Foreign Patent(s)
- ☐ Non-Patent Literature  
(journal articles, conference proceedings, new product announcements etc.)

➤ Relevant prior art not found:

- ☐ Results verified the lack of relevant prior art (helped determine patentability).
- ☐ Search results were not useful in determining patentability or understanding the invention.

Other Comments:

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Drop off completed forms in the inbox, EIC 3700/2900, CP2-2C08, or in CPK1-5A02. Thanks!

7/7/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2002 Derwent Info Ltd. All rts. reserv.  
013957798

WPI Acc No: 2001-442012/200147

Providing tooth-whitening services to clients includes administering  
tooth-whitening method simultaneously to more than one client at a time  
Patent Assignee: BRITESMILE INC (BRIT-N)

Inventor: CIPOLLA A J ; MONTGOMERY R E ; NATHOO S A ; PILARO A M ;  
REED J L ; WARNER J W

Number of Countries: 093 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200151005	A2	20010719	WO 2000US34903	A	20001221	200147 B
AU 200149006	A	20010724	AU 200149006	A	20001221	200166

Priority Applications (No Type Date): US 2000483526 A 20000114

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200151005 A2 E 50 A61K-000/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP  
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT  
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200149006 A A61K-000/00 Based on patent WO 200151005

Abstract (Basic): WO 200151005 A2

NOVELTY - Tooth-whitening services are provided to clients by:

- (1) providing dental professional(s) and at least two  
tooth-whitening stations for each professional, and
- (2) administering a tooth-whitening method simultaneously to more  
than one client at a time.

A single dental professional simultaneously administers  
tooth-whitening to more than one client at a time.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for  
methods of:

(A) intraprocedure brand imprinting at tooth-whitening center by  
exposing the client, during tooth-whitening, to a first composition,  
device, or product that can be easily identified and remembered by the  
client when the procedure is finished; exposing the same client to a  
purchase opportunity comprising a second composition(s), device, or  
product that is suggestive of the first composition, device, or  
product; and allowing the same client to purchase the second  
composition, device, or product prior to exiting the image enhancement  
facility; and

(B) market development comprising providing a network of satellite  
centers, associate centers, and master tooth-whitening centers,  
monitoring the profitability of each type of center to determine if how  
many centers of each type are needed in an area, and meeting the  
changing needs for whitening services in a geographical area by  
providing center(s) of each type.

USE - For providing tooth-whitening services to clients.

ADVANTAGE - Clients' teeth are whitened in less than 2 hours  
(preferably less than 60 minutes). A whitening productivity coefficient  
of greater than 32 (preferably greater than 192) is obtained. The  
method is fast, safe, convenient, and does not involve uncomfortable

dental trays. The tooth-whitening service modules are wholly devoted to tooth-whitening with infrastructure and personnel solely for purposes of introducing method and evaluating clients. The arrangement of module infrastructure and personnel provides efficiency and enables the economical and simultaneous treatment of clients.

pp; 50 DwgNo 0/0

Derwent Class: D21

International Patent Class (Main): A61K-000/00

12/TI/1 (Item 1 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Oral care composition for whitening teeth , comprises peroxyacetic acid generating mixture comprising source of peroxide and source of labile acyl groups dispersed in anhydrous carrier

12/TI/2 (Item 2 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Illumination system for use in whitening a patient's teeth, uses a number of light generating devices fitted to a concave curved surface arranged to provide uniform illumination of a number of teeth simultaneously .

12/TI/3 (Item 3 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Whitening teeth comprises contacting teeth surface in oral cavity with whitening composition comprising hydrogen peroxide precursor, glyceryl triacetate and water

12/TI/4 (Item 4 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Composition, used to prevent pathogenic infection, especially dental caries, between a biological substrate and a prosthetic device, comprises antimicrobial agent solubilized in volatile solvent

12/TI/5 (Item 5 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Light activated tooth whitening composition

12/TI/6 (Item 6 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Two component dentifrices with acid containing and alkali metal bicarbonate containing component - used to provide enhanced plaque removal and tingling mouth effect

12/TI/7 (Item 7 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Flexible dental tray for bleaching teeth - has two surfaces with connector defining upper and lower troughs with different curvatures to users teeth

12/TI/8 (Item 8 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Tooth whitening compositions - comprising an effective dose of chlorine dioxide which may be formed from an admixture of a chlorine dioxide precursor and an acidulant

12/TI/9 (Item 9 from file: 350)

DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.

Stable compsn. for bleaching teeth , contg. hydrogen peroxide cpd. - in matrix  
contg. thickener, stabilisers, pH regulator, and calcium chelating agent

12/TI/10 (Item 10 from file: 350)  
DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.  
Aq. tooth whitening compsn. to effect whitening and stain removal from teeth -  
contains abrasive, physically/chemically stable peroxide cpd., water humectant,  
block copolymer gelling agent, metal ion chelating agent, etc

12/TI/11 (Item 11 from file: 350)  
DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.  
Disposable dental compsn. for treating teeth and gum - comprises non-absorbing,  
non-erodable dilatant plastic polymeric compsn. and bioactive cpd(s). uniformly  
dispersed in dilatant with compsn. being mouldable

12/TI/12 (Item 12 from file: 350)  
DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.  
Abrasive dentifrice compsn. - comprises combination of calcium phosphate  
cpd. and metal ion-free peroxide cpd. and exhibits rapid whitening of  
teeth and stain removal without damage

12/TI/13 (Item 13 from file: 350)  
DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.  
Antimicrobial dentifrice contg. hydrogen peroxide forming enzyme -  
includes substrate stabilised against premature reaction by reducing  
oxygen@ content, opt. also contg. peroxidase and thiocyanate

12/TI/14 (Item 14 from file: 350)  
DIALOG(R)File 350:(c) 2002 Derwent Info Ltd. All rts. reserv.  
Aq. abrasive oral compsn. providing enhanced whitening of teeth - comprising  
dicalcium phosphate cpd., metal ion free peroxide, chelating agent and  
thickening agent

File 350:Derwent WPIX 1963-2001/UD,UM &UP=200208  
File 344:CHINESE PATENTS ABS APR 1985-2001/Dec  
File 347:JAPIO OCT 1976-2001/Sep(UPDATED 020102)  
File 371:French Patents 1961-2002/BOPI 200204

Set	Items	Description
S1	1	AU="PILARO A M"
S2	4	AU="WARNER J W"
S3	37	AU="MONTGOMERY R E"
S4	4	AU="CIPOLLA A J"
S5	10	AU="REED J L"
S6	9	AU="NATHOO S":AU="NATHOO S A"
S7	1	S1 AND S2 AND S3 AND S4 AND S5 AND S6
S8	53	S1:S6 NOT S7
S9	147684	TOOTH OR TEETH
S10	14	S8 AND S9
S11	14	IDPAT (sorted in duplicate/non-duplicate order)
S12	14	IDPAT (primary/non-duplicate records only)

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14/TI/1 (Item 1 from file: 348)  
DIALOG(R)File 348:(c) 2002 European Patent Office. All rts. reserv.  
APPARATUS FOR SIMULTANEOUS ILLUMINATION OF TEETH

14/TI/2 (Item 2 from file: 348)  
DIALOG(R)File 348:(c) 2002 European Patent Office. All rts. reserv.  
LIGHT-ACTIVATED TOOTH WHITENING COMPOSITION AND METHOD OF USING SAME

14/TI/3 (Item 3 from file: 348)  
DIALOG(R)File 348:(c) 2002 European Patent Office. All rts. reserv.  
CHLORINE DIOXIDE TOOTH WHITENING COMPOSITIONS

14/TI/4 (Item 4 from file: 348)  
DIALOG(R)File 348:(c) 2002 European Patent Office. All rts. reserv.  
TOOTH BLEACHING COMPOSITIONS

14/TI/5 (Item 5 from file: 348)  
DIALOG(R)File 348:(c) 2002 European Patent Office. All rts. reserv.  
Abrasive tooth whitening dentifrice of improved stability

14/TI/6 (Item 6 from file: 348)  
DIALOG(R)File 348:(c) 2002 European Patent Office. All rts. reserv.  
Enzymatic bandages and pads.

14/TI/7 (Item 7 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
LOW PEAK EXOTHERM CURABLE COMPOSITIONS

14/TI/8 (Item 8 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
PERSONAL WATERCRAFT ENGINE

14/TI/9 (Item 9 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
ANTIMICROBIAL COMPOSITIONS THAT PROTECT SKIN AND DENTAL TISSUE

14/TI/10 (Item 10 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
CURABLE COMPOSITIONS WITH ANTIMICROBIAL PROPERTIES

14/TI/11 (Item 11 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
EFFERVESCENT TWO COMPONENT DENTIFRICE

14/TI/12 (Item 12 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
STABLE AQUEOUS ABRASIVE PEROXIDE TOOTH WHITENING DENTIFRICE

14/TI/13 (Item 13 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
PEROXIDASE-ACTIVATING ORAL COMPOSITIONS

14/TI/14 (Item 14 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
STABILIZED ENZYMATIC ANTIMICROBIAL COMPOSITIONS

14/TI/15 (Item 15 from file: 349)  
DIALOG(R)File 349:(c) 2002 WIPO/Univentio. All rts. reserv.  
ANTIMICROBIAL DENTIFRICE

File 348:EUROPEAN PATENTS 1978-2002/Jan W04

File 349:PCT FULLTEXT 1983-2002/UB=20020131,UT=20020124

Set	Items	Description
S1	2	AU="PILARO ANTHONY M"
S2	4	AU="WARNER JOHN W"
S3	28	AU="MONTGOMERY ROBERT E":AU="MONTGOMERY ROBERT ERIC"
S4	7	AU="CIPOLLA ANTHONY J":AU="CIPOLLA ANTHONY JOHN"
S5	2	AU="REED JOHN L"
S6	12	AU="NATHOO SALIM":AU="NATHOO SALIM A"
S7	2	<b>S1 AND S2 AND S3 AND S4 AND S5 AND S6 [duplicates]</b>
S8	2	PN="WO 200151005"
S9	0	S7 NOT S8
S10	35	S1:S6 NOT S7
S11	49684	TOOTH OR TEETH
S12	18	S10 AND S11
S13	18	IDPAT (sorted in duplicate/non-duplicate order)
S14	15	<b>IDPAT (primary/non-duplicate records only)</b>

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10/6/1 (Item 1 from file: 155)

12598305 21552565 PMID: 11695214

A six-week clinical study to compare the stain removal efficacy of three dentifrices.

2002

10/6/3 (Item 3 from file: 155)

11684549 21386726 PMID: 11494621

Comparative seven-day clinical evaluation of two tooth whitening products.

Jul 2001

10/6/4 (Item 4 from file: 155)

09283749 97257137 PMID: 9120149

The chemistry and mechanisms of extrinsic and intrinsic discoloration.

Apr 1997

10/6/5 (Item 5 from file: 155)

08727356 96219827 PMID: 8624227

Intra-oral remineralization of enamel with a MFP/DCPD and MFP/silica dentifrice using surface microhardness.

1995

10/6/6 (Item 6 from file: 155)

08170371 94265217 PMID: 8205582

Clinical comparison of Colgate Platinum Toothwhitening System and Rembrandt Gel Plus.

1994

10/6/7 (Item 7 from file: 155)

08170370 94265216 PMID: 8205581

Clinical evaluation of Colgate Platinum Professional Toothwhitening System and Rembrandt Lighten Bleaching Gel.

1994

10/6/8 (Item 8 from file: 155)  
08170369 94265215 PMID: 8205580  
Comparative clinical evaluation of two professional tooth - whitening products.  
1994

10/6/9 (Item 9 from file: 155)  
08170367 94265213 PMID: 8205578  
Effects of Colgate Platinum Professional Toothwhitening System on  
microhardness of enamel, dentin, and composite resins.  
1994

10/6/10 (Item 1 from file: 5)  
13438422 BIOSIS NO.: 200200067243  
Dental material and method for applying preventative and therapeutic agents  
1997

10/6/11 (Item 2 from file: 5)  
11830645 BIOSIS NO.: 199900076754  
Stable aqueous abrasive peroxide tooth whitening dentifrice.  
1998

10/6/12 (Item 3 from file: 5)  
10135381 BIOSIS NO.: 199698590299  
Intra-oral remineralization of enamel with a MFP/DCPD and MCP/silica  
dentifrice using surface microhardness.  
1993

10/6/13 (Item 1 from file: 34)  
08447822 Genuine Article#: 277MH Number of References: 0  
Title: Clinical evaluation of a light activated tooth whitening system.  
Publication date: 20000000

10/6/14 (Item 2 from file: 34)  
08446597 Genuine Article#: 277MH Number of References: 0  
Title: Enhancement of peroxide tooth whitening by a gas plasma light.  
Publication date: 20000000

10/6/15 (Item 3 from file: 34)  
08446593 Genuine Article#: 277MH Number of References: 0  
Title: Effect of gas plasma light activated peroxide whitening : surface  
morphology.  
Publication date: 20000000

10/6/16 (Item 4 from file: 34)  
08446434 Genuine Article#: 277MH Number of References: 0  
Title: Effect of a light activated tooth whitening system upon  
microhardness of enamel and composite.  
Publication date: 20000000

10/6/17 (Item 5 from file: 34)  
06460142 Genuine Article#: YU125 Number of References: 0  
Title: Effect of tooth whitening upon microhardness of enamel and dentin.  
Publication date: 19980000

10/6/18 (Item 6 from file: 34)  
05493450 Genuine Article#: WB680 Number of References: 0



Title: TOOTH WHITENING WITH A TARTAR CONTROL TOOTHPASTE CONTAINING  
BAKING SODA AND PEROXIDE

10/6/19 (Item 7 from file: 34)  
05493313 Genuine Article#: WB680 Number of References: 0  
Title: PEROXIDE PENETRATION IN PULP CHAMBERS OF EXTRACTED HUMAN TEETH

10/6/20 (Item 8 from file: 34)  
03717149 Genuine Article#: QA008 Number of References: 0  
EFFECTS OF A DENTIST DISPENSED TOOTH - WHITENING SYSTEM ON ENAMEL SURFACES

10/6/21 (Item 9 from file: 34)  
03717145 Genuine Article#: QA008 Number of References: 0  
LONG-TERM SAFETY AND CLINICAL EFFICACY OF A TOOTH WHITENING SYSTEM

10/7/2 (Item 2 from file: 155)  
DIALOG(R)File 155:MEDLINE(R)  
12590195 21545547 PMID: 11692402  
In-office tooth whitening : current procedures.  
Lu A C; Margiotta A; Nathoo S A  
BriteSmile Inc., Walnut Creek, California, USA.  
Compendium of continuing education in dentistry (Jamesburg, N.J. : 1995)  
(United States) Sep 2001, 22 (9) p798-800, 802-3, 805,  
Journal Code: 9600713  
Languages: ENGLISH  
Document type: Journal Article  
Record type: In Process  
Record Date Created: 20011105

File 155:MEDLINE(R) 1966-2002/Jan W2  
File 5:Biosis Previews(R) 1969-2002/Jan W4  
File 73:EMBASE 1974-2002/Jan W4  
File 34:SciSearch(R) Cited Ref Sci 1990-2002/Feb W1  
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec

Set	Items	Description
S1	3	BRITESMILE
S2	2	RD (unique items)
S3	117	AU="PILARO A":AU="PILARO AM"
S4	1	AU="CIPOLLA A J"
S5	1	AU="CIPOLLA AJ"
S6	94	AU="NATHOO S":AU="NATHOO SALIM A"
S7	213	S3:S6
S8	202458	TOOTH OR TEETH OR WHITEN???
S9	26	S7 AND S8
S10	21	RD (unique items)

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22/7/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.  
02173186 (THIS IS THE FULLTEXT)  
IS THIS OPTIMEYES 'BORDERS BOOKS OF EYE CARE'? WE'LL SEE  
(Henry Ford OptimEyes, via its \$2.6 mil, 15,300 sq ft OptimEyes Super  
Vision Center in Westland, MI, embraces 1-stop shopping to eye care)  
Crain's Detroit Business, p 15

June 22, 1998  
WORD COUNT: 622  
TEXT:

By: KHRISTI ZIMMETH Special to CRAIN'S DETROIT BUSINESS

One-stop shopping has come to eye care. With the opening of the OptimEyes Super Vision Center in Westland, the first of its kind in the nation, Henry Ford Health System has embraced the superstore concept pioneered by retailers such as Wal-Mart.

There's even a greeter, as well as a children's video/play area, gourmet coffee bar, extended hours and a 70-seat auditorium available for meetings and community events.

The 15,300-square-foot office, 10 times the size of the average optometry office, celebrates its official grand opening Thursday.

The center offers extensive optometry, ophthalmology and audiology services. Customers can have their eyes or ears tested; choose from more than 4,000 pairs of eyeglass frames; receive treatment for glaucoma, cataracts or eye injuries; and have laser surgery to improve vision. CEO Donald Borsand is hoping the center will help customers see eye care in a whole new light.

"It all comes down to accessibility, convenience and multidocor availability," Borsand said. "America's aging, and more and more people need eye care. But they want it on their terms and at their convenience." OptimEyes is the result of a 1997 partnership between Henry Ford Health System and First Optometry. Originally called Henry Ford/First Optometry, the name was changed to Henry Ford OptimEyes in March. With more than 40 locations and almost 400 employees, it is one of the largest eye-care providers in Southeast Michigan.

The Westland center cost \$2.6 million to build, and it projects first-year revenue of about \$10 million.

Planning for the Super Vision Centers began in 1996 after focus groups and customer surveys revealed a need for longer hours and extended services. Eleven more centers now are scheduled to open throughout metro Detroit by 2002.

The next center is planned for Roseville. Others are to be opened in Sterling Heights, Novi, Troy, Taylor, Brighton, Ann Arbor, West Bloomfield Township and three locations not yet determined.

With eye care a booming, \$18 billion business and with more than 50 percent of the U.S. population requiring vision correction, Borsand thinks such centers are a trend that soon will catch on across the country.

"We want to be the Borders Books of eye care," he said.

**Not coincidentally, most Super Vision Centers are near major retail areas. The Westland store is across from Westland Mall. The Roseville center will be near Macomb Mall.** Most, Borsand said, are in stable communities with a large percentage of residents who are 35 or older, the group most likely to need vision and hearing help.

The majority of referrals come from large HMOs, including Health Alliance Plan, OmniCare and the Wellness Plan, as well as Medicare and Medicaid, Borsand said. Feedback so far has been positive, he said.

Southfield-based Great Lakes Health Care, with 43,000 members in 10 Michigan counties, is among the health plans referring insured patients to the new Westland Super Vision Center.

"Anytime you have more accessibility, it's definitely a plus for our members and for us," said Dawn Koehler, Great Lakes' director of network operations.

Not everyone is convinced, however, that every patient will be better off. Among those who question whether bigger is better are independent opticians

such as John Bayne, who has owned Bayne Optical in Grosse Pointe for more than 40 years.  
''I think you can lose the personal touch at big optical marts,'' he said.  
''You're never sure of seeing the same doctor twice.'' He compares the Westland Super Center, and others that will follow it, to retailers such as The Home Depot and Super Kmart.  
''Some people are comfortable with those huge places, and others are more comfortable with smaller, neighborhood businesses. Eye care is a lot like that. I think there's room for both.''

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26/3,AB,K/3 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.  
06040424 Supplier Number: 53511834  
**Medical mall ' to open. (Healthcare America)**  
Shepherd, Gary  
Tampa Bay Business Journal, v18, n50, p1(2)  
**Dec 11, 1998**

Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1169

... **unique, five-year deal, retail giant Wal-Mart leased 3,000 square feet near the mall 's entrance for pharmacy, durable medical equipment and vision center operations. Mucasey termed Wal-Mart's first deal in a medical mall "a bit of an experiment" for the retailer.**

In fact, Healthcare America is experimental for...

26/3,AB,K/4 (Item 4 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.  
1015407 99-78537  
**MEDICINE GOES TO THE MALL DOCTORS TO OFFER ONE-STOP CARE AT FORMER SHOPPING SITE**  
Sauer, Matthew  
Sarasota Herald Tribune (Sarasota, FL, US) p1.D  
PUBL DATE: 981205  
WORD COUNT: 894  
DATELINE: Bradenton, FL, US, South Atlantic  
**MEDICINE GOES TO THE MALL DOCTORS TO OFFER ONE-STOP CARE AT FORMER SHOPPING SITE**  
TEXT:

... The venture has attracted retail giant Wal-Mart, which is putting a pharmacy and vision center in the medical mall . It is the first time that Wal-Mart has ever offered those services outside one...

26/3,AB,K/7 (Item 7 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.  
0983229 99-46060  
**Mall additions include EyeMaster, new arcade**  
Culp, Karen E  
Springfield Business Journal (Springfield, MO, US), V19 N8 p3  
PUBL DATE: 980907  
WORD COUNT: 675  
DATELINE: Springfield, MO, US, Midwest

Mall additions include EyeMaster, new arcade

TEXT:

...will open an "optical superstore" in 3,150 square feet of space in the Battlefield Mall. The space is now under construction, said Becky Lykins, field marketing manager for Eye Care Centers of America, the parent company of EyeMasters.

The store will open Sept. 25, Lykins said...  
...an independent eye doctor in an adjacent site and most eyeglasses provided within an hour. Eye Care Centers of America owns 260 eye-care stores under four different names, depending on the region...

26/3,AB,K/13 (Item 13 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.  
0691337 96-48624

Power centers, malls feed off each other

Meadows, Kim

Business Journal-Jacksonville (Jacksonville, FL, US), V11 N25 p18

PUBL DATE: 960405

WORD COUNT: 881

DATELINE: Jacksonville, FL, US, South Atlantic

Power centers, malls feed off each other

TEXT:

...South Beach Parkway--now open at J. Turner Butler Boulevard and Highway 1A1A.

The nearest mall is several miles away from this booming area, which made it a prime spot for major retailers, Sleiman said. **Tenants at South Beach Parkway include** Publix, Target, Ace Hardware, **Pearle Vision**, Books-A-Million, Barnett Bank, Mayo Clinic and four restaurant chains--Chili's, Boston Market...

26/3,AB/15 (Item 15 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.  
06383271 SUPPLIER NUMBER: 13406651 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Put your practice where shoppers throng? (medical practices in shopping malls)**

Rice, Berkeley

Medical Economics, v70, n2, p138(6)

Jan 25, 1993

ISSN: 0025-7206 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 2346 LINE COUNT: 00180

ABSTRACT: **There are almost 1,000 medical clinics located in shopping malls throughout the US, and the trend is growing** - especially in Florida, where real estate is cheap. The lure of mall-based medical care is its convenience. Shoppers can combine a doctor's visit with other errands. The disadvantage is the possible stigma associated with being located next to a discount store. For this reason physicians might first consider working in community shopping centers. They should also be prepared to endure longer operating hours.

26/3,AB,K/17 (Item 17 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.  
02054077 Supplier Number: 42653197  
**Sterling Optical closes store in Main Place Mall**  
Buffalo News (NY), pD10

Jan 7, 1992

Language: English Record Type: Abstract

Document Type: Newspaper; Trade

ABSTRACT:

**Sterling Optical has closed its 1,400-sq-ft store in Main Place Mall in Buffalo, NY. The store's closing follows the company's recent announcement that it was seeking bankruptcy protection. Sterling said it was selling some of its stores to American Vision Centers, including the Main Place store, although American Vision has not yet said if it plans to reopen the closed stores.**

33/3,AB,K/9 (Item 9 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2002 ProQuest Info&Learning. All rts. reserv.

0822607 97-82913

**Laser Visions sees profits ahead after changing strategy**

Manning, Margie

St Louis Business Journal (St Louis, MO, US), V17 N41 p12A

PUBL DATE: 970623

WORD COUNT: 758

DATELINE: St Louis, MO, US, Midwest

TEXT:

...to. Some that had one or two centers couldn't survive the first year and closed shop," Simpson said.

At the same time, Laser Vision began removing lasers that were permanently...

COMPANY NAMES: Laser Vision Centres International SpA ,

33/3,AB,K/15 (Item 15 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2002 ProQuest Info&Learning. All rts. reserv.

0557048 95-12637

**American Eye files Chapter 11**

Gonzales, Angela

Business Journal-Phoenix & the Valley of the Sun (Phoenix, AZ, US), V15 N7  
s1 p3

PUBL DATE: 941216

WORD COUNT: 502

DATELINE: Phoenix, AZ, US

TEXT:

**...has filed for reorganization under Chapter 11 of the U.S. Bankruptcy code and has closed four of its eight Arizona stores.**

Mike Fisk was optician for the Pearle Vision center...

...helped American Eye Institute file for Chapter II protection, says the stores needed to be closed immediately so they wouldn't be required to pay additional rent when the company filed...

...Chapter 11 provides protection from creditors giving a company time to reorganize.

In addition to closing, its offices at Metro Medical Plaza and Arizona Center, American Eye Institute closed its store at 455 N. Country Club Drive in Mesa and one in Sedona...

...and Scottsdale, as well as the Fiesta Mall site. Those offices continue to operate as Pearle Vision franchises and are not expected to close, says Terri Walman, wife of Gerald Walman and a principal of the company.

Another Pearle Vision franchise at Los Arcos Mall is owned and operated by an unrelated group and is not affected by the Chapter...

33/3,AB,K/18 (Item 18 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.  
02054193 Supplier Number: 42653446  
**Sterling Optical closes four of seven state stores**  
Hartford Courant (CT), pD1  
Jan 7, 1992

Language: English Record Type: Abstract  
Document Type: Newspaper; Trade

ABSTRACT:

**Sterling Optical (Hackensack, NJ) has closed 4 of its 7 Connecticut stores. The firm, which is the 4th-largest optical retailer in the US, filed for bankruptcy protection under Chapter 11 on 12/31/91. The closures in Connecticut include stores in New Haven, Danbury, Trumbull and West Hartford/Farmington. Stores in Waterbury, Stamford and Milford remain open. According to the manager of the Westfarms mall, where one of the closed stores was located, on 1/3/92, without warning, Sterling Optical managers 'informed their employees they were closing and told them they had a number of minutes to get their things together and leave.' The closings were attributed to the recession and debt. In its Chapter 11 filing, the company listed assets of \$45.7 mil and liabilities of \$55.6 mil. In 10/91, Sterling was running 215 stores in 20 states, the District of Columbia and Canada, vs 242 stores in 1/91. The firm will sell around 130 of the stores that are still operating to an American Vision Centers (New York, NY) affiliate, according to Sterling marketing analyst Beth Cevasco.**

File 129:PHIND(Archival) 1980-2002/Jan W4  
File 9:Business & Industry(R) Jul/1994-2002/Feb 05  
File 15:ABI/Inform(R) 1971-2002/Feb 06  
File 16:Gale Group PROMT(R) 1990-2002/Feb 06  
File 20:Dialog Global Reporter 1997-2002/Feb 06  
File 43:Health News Daily 1990-2002/Feb 05  
File 149:TGG Health&Wellness DB(SM) 1976-2002/Jan W4  
File 148:Gale Group Trade & Industry DB 1976-2002/Feb 06  
File 160:Gale Group PROMT(R) 1972-1989  
File 441:ESPICOM Pharm&Med DEVICE NEWS 2002/Jan W2  
File 481:DELPHEs Eur Bus 97-2002/Jan W4  
File 583:Gale Group Globalbase(TM) 1986-2002/Feb 05  
File 635:Business Dateline(R) 1985-2002/Feb 06  
File 636:Gale Group Newsletter DB(TM) 1987-2002/Feb 06  
File 442:AMA Journals 1982-2002/Feb B2  
File 444:New England Journal of Med. 1985-2002/Feb W1  
File 457:The Lancet 1986-2000/Oct W1

Set	Items	Description
S1	138	PEARLE()VISION/TI
S2	36231	CRUISE()SHIP? ?
S3	11079	(DESTINATION OR VACATION OR HOLIDAY) () (RESORT OR RESORTS)
S4	83594	SHOPPING()MALL? ?
S5	330632	SPA OR SPAS OR GYM OR GYMS
S6	37090	(HEALTH OR EXERCISE) ()CLUB? ?
S7	265635	TOOTH OR TEETH OR DENTAL
S8	71625	WHITEN??? OR BLEACH???
S9	120013	COSMETIC
S10	351481	MALL OR MALLS
S11	1504	PEARLE()VISION OR HOUR()EYES

S12 3651 VISION() (CENTER? ? OR CENTRE? ?)  
S13 1375 (EYECARE OR EYE()CARE) () (CENTRE? ? OR CENTER? ? OR CLINIC? ?)  
S14 572 EMERGENCY()CLINIC? ?  
S15 56 CRITICAL()CARE()CLINIC? ?  
S16 1566 WALK(2W)CLINIC? ?  
S17 740406 S2:S6 OR S10  
S18 7989 S11:S16  
S19 149 S17(S)S18  
S20 888 S11:S16/TI  
S21 9 S19 AND S20  
S22 9 Sort S21/ALL/PD,D  
S23 24 S17/TI AND S19  
S24 23 S23 NOT S21  
S25 19 RD (unique items)  
S26 19 Sort S25/ALL/PD,D  
S27 4735512 CLÔSE OR CLOSING OR CLOSED  
S28 46 S19 AND S27  
S29 42 RD (unique items)  
S30 32 S29 NOT (S21 OR S24)  
S31 3 S30/2001 OR S30/2002  
S32 29 S30 NOT S31  
S33 29 Sort S32/ALL/PD,D  
\*\*\*\*\*

16/3,AB,K/18 (Item 18 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.  
06921631 Supplier Number: 58503484  
**A New Smile for the New Year; BriteSmile Opens High-Tech Teeth Whitening Center in Houston.**

PR Newswire, p8078  
Jan 10, 2000  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 597

... is located in Galleria II near the Westin Galleria on level two.  
"Straight, sparkling white teeth are a cosmetic essential for both men and women. At BriteSmile's spa-like centers, customers can have their teeth whitened safely and effectively in the time it takes to watch a movie. Customers get really...  
...area residents, but also for the more than 1.2 million Americans who choose to whiten their teeth each year," she added.  
The BriteSmile procedure has been tested and confirmed safe and effective...

16/3,AB,K/19 (Item 19 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.  
06796150 Supplier Number: 57466996  
**Smile Atlanta! BriteSmile Now Offers Georgians Cutting Edge Teeth-Whitening Procedure.**

PR Newswire, p1228  
Nov 10, 1999  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade

Word Count: 833

... dentistry. BriteSmile, Inc. (Amex: BWT) is giving Georgians a new, safe, state-of-the-art teeth - whitening treatment -- administered in a spa -like location -- in just over an hour.

BriteSmile's Atlanta Center is located at Phipps...

16/3,AB,K/20 (Item 20 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

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06777950 Supplier Number: 57155372

**South Bay Has a Lot More to Smile About With BriteSmile Center Opening;  
Revolutionary Teeth Whitening Technology Offered at State-of-the-Art  
Centers Nationwide.**

Business Wire, p0206

Nov 3, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 788

... Hamilton Ave. in Palo Alto.

BriteSmile Centers are revolutionizing both the delivery and results of teeth whitening , offering clients a safe, state-of-the-art treatment within a spa -like environment -- all in just over an hour.

BriteSmile's combination of effectiveness and affordability...

16/3,AB,K/21 (Item 21 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

06726067 Supplier Number: 56330465

**BriteSmile Comes to Honolulu.**

PR Newswire, p7532

Oct 15, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 804

The new center offers customers state-of-the-art technology within a spa - like environment -- all in just over an hour. By applying BriteSmile's new proprietary whitening gel on the teeth and exposing them to a revolutionary light source, customers' teeth can be brightened to their...

16/3,AB,K/22 (Item 22 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

06632525 Supplier Number: 55740956

**BriteSmile Brightens Mrs. America Pageant with Key Sponsorship.**

PR Newswire, p7312

Sept 14, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 675

... they have their teeth whitened by BriteSmile," said Cheryl Sullivan Lester, Vice President - Marketing. "The spa -like setting of the Honolulu Center, combined with BriteSmile's incredible results, will help ensure...

16/3,AB,K/23 (Item 23 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter



(c) 2002 The Dialog Corp. All rts. reserv.

06498699

**La Jolla Has a Lot More to Smile About With BriteSmile Center Opening;  
Revolutionary Teeth-Whitening Technology Will Soon Be Offered at  
State-of-the-Art Centers Nationwide**

BUSINESS WIRE

August 02, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 932

BEVERLY HILLS, Calif.--(BUSINESS WIRE)--Aug. 2, 1999-- Accommodating public demand for whiter, brighter smiles, BriteSmile Inc. (AMEX:BWT) announces the opening of its Professional Teeth-Whitening Center at the University Town Center, 4545 La Jolla Village Drive in La Jolla, Calif.

BriteSmile Centers are revolutionizing both the delivery and results of teeth-whitening, offering clients a safe, state-of-the-art treatment within a spa -like environment -- all in just over an hour.

... results of teeth-whitening, offering clients a safe, state-of-the-art treatment within a spa -like environment -- all in just over an hour.

16/3,AB,K/25 (Item 25 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter

(c) 2002 The Dialog Corp. All rts. reserv.

05116229

**Los Angeles Has a Lot More to Smile About With BriteSmile Opening in  
Beverly Hills, Pasadena and Irvine**

BUSINESS WIRE

April 27, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1014

Business Editors & Health/Medical/Lifestyle Writers

NOTE: The following news release replaces the previous version,

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... results of teeth-whitening, offering clients a safe, state-of-the-art treatment within a spa -like environment -- all in just over an hour.

Chosen for their convenient locations in the...

16/3,AB,K/26 (Item 26 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2002 The Gale Group. All rts. reserv.

06286396 Supplier Number: 54440559

**BriteSmile, Inc. Names Paul Dawson Chief Executive Officer of BriteSmile  
International.**

Business Wire, p1573

April 21, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 445

... extends the Company's retail platform of providing customers state-of-the-art technology that whitens teeth faster and more effectively than other available procedures. The international effort will potentially involve joint venture partners and the opening of BriteSmile Teeth Whitening Centers in such destination resort locations as Puerto Rico, Guam and Europe. The Company is currently in discussions with a...

16/3,AB,K/27 (Item 27 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.  
0955814 99-18595

**Red Bean's Bayou Grill to anchor strip center at busy west-side corner**  
Conkling, Judy  
Wichita Business Journal (Wichita, KS, US), V13 N25 p1  
PUBL DATE: 980619  
WORD COUNT: 686  
DATELINE: Wichita, KS, US, Midwest  
TEXT:

...sold his Newton practice to Dr. Brett Roufs to launch his new practice. North Ridge Cosmetic and Family Dental Center will be an upscale, customer service-oriented practice whose operations he likened to a day spa.

Design of the \$300,000, 2,500-square-foot office building is still underway by...

16/3,AB,K/28 (Item 28 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.  
10300981 SUPPLIER NUMBER: 20853320 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Just what the doctor ordered? (Health Resources Group Inc)**

Howes, Carol  
Financial Post, p16(1)  
May 23, 1998

ISSN: 0015-2021 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1819 LINE COUNT: 00145

... **spa**, run by doctors and targeting discretionary dollars for services from wrinkle removal to teeth whitening and liposuction.

The expansionary optimism provides a contrast to the U.S., where the backlash...

16/3,AB,K/32 (Item 32 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2002 The Gale Group. All rts. reserv.  
05051182 Supplier Number: 47414649  
**Big business in whiter teeth? Dental Spa offers brighter smile.**  
Chan, Gilbert  
Sacramento Bee (CA), pB5  
May 26, 1997

Language: English Record Type: Abstract  
Document Type: Newspaper; Trade

ABSTRACT:

**Sacramento, CA-based Dental Spa**, located in the Arden Fair Mall, specializes in cosmetic teeth - whitening kits. The retail outlet is the first of its kind in the area. Martha Nevai and Al Mockus are co-owners of the business, in which they invested \$25,000 to set up the retail mall kiosk and wholesale business of **selling teeth - whitening kits**. The kits are manufactured by Brunswick, GA-based Madray's M&M innovations. The retail business functions as a marketing tool to promote the teeth - whitening product according to Mockus.

ABSTRACT:

**Sacramento, CA-based Dental Spa**, located in the Arden Fair Mall, specializes in cosmetic teeth - whitening kits. The retail outlet is

the first of its kind in the area. Martha Nevai...  
...invested \$25,000 to set up the retail mall kiosk and wholesale business  
of selling teeth - whitening kits. The kits are manufactured by  
Brunswick, GA-based Madray's M&M innovations. The retail business functions  
as a marketing tool to promote the teeth - whitening product according to  
Mockus. ...

16/3,AB,K/33 (Item 33 from file: 149)  
DIALOG(R)File 149:TGG Health&Wellness DB(SM)  
(c) 2002 The Gale Group. All rts. reserv.  
01668500 SUPPLIER NUMBER: 19153938  
I feel pretty. (male beauty techniques; includes list of spas) (The Truth  
About Male Vanity)  
Solomon, Michael  
Esquire, v127, n3, p74(8)  
March, 1997  
PUBLICATION FORMAT: Magazine/Journal ISSN: 0194-9535 LANGUAGE: English  
RECORD TYPE: Abstract TARGET AUDIENCE: Consumer  
ABSTRACT: A man who became self-conscious about the detrimental changes to  
his appearance underwent pampering at a spa and used other methods to  
improve his looks and felt like a new person. The use of Rogaine, contacts  
to change eye color, bleach to whiten teeth and other methods are  
described.  
...ABSTRACT: who became self-conscious about the detrimental changes to  
his appearance underwent pampering at a spa and used other methods to  
improve his looks and felt like a new person. The use of Rogaine, contacts  
to change eye color, bleach to whiten teeth and other methods are described.

16/3,AB,K/34 (Item 34 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2002 Resp. DB Svcs. All rts. reserv.  
01245697  
SAN FRANCISCO--Sharper Image  
(**Sharper Image developed a catalog featuring personal, beauty care  
products--backed by a \$19 mil ad push--and developed store proto- type  
focused on beauty care**)  
Drug Store News, v 17, n 11, p 33  
July 24, 1995  
DOCUMENT TYPE: Journal ISSN: 0191-7587 (United States)  
LANGUAGE: English RECORD TYPE: Abstract  
ABSTRACT:  
Sharper Image, specialty retailer, developed a catalog featuring personal  
and beauty care products to appeal to female shoppers. The catalog was  
backed by a \$19 mil ad push in 1994. The catalog's success--evidenced by  
the firm's increasing its frequency to eight issues/yr from three--prompted  
the retailer to develop a store proto-type focused on beauty care. **Three  
Sharper Image Spa stores are to open by end-1995, offering such products  
as Perfect Smile teeth whitener ; Futurebiotics skin, hair, and nail  
nutrient tablets; and NailPrime nail therapy system.**

16/3,AB,K/37 (Item 37 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.  
0361380 93-11770  
New Image reports financial results  
Gurevitch, Robert

Business Wire (San Francisco, CA, US) s1 p1  
PUBL DATE: 930118  
WORD COUNT: 587  
DATELINE: Canoga Park, CA, US  
TEXT:

...dentist to show a patient "before" and "after" pictures illustrating the effect of a proposed cosmetic dental treatment. In addition to its advanced dental visual technologies business, New Image Industries operates a...  
...imaging products and proprietary software to entrepreneurs who sell image makeover services from kiosks in shopping malls and retail chains...

16/3,AB,K/38 (Item 38 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2002 The Gale Group. All rts. reserv.  
04889330 SUPPLIER NUMBER: 09354132 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Technology at your service: lodging technology isn't much good if it doesn't enhance guest service levels.

Watkins, Edward

Lodging Hospitality, v46, n12, p141(3)  
Dec, 1990

ISSN: 0148-0766 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1718 LINE COUNT: 00149

... help guests enhance their appearance. Los Angeles-based Perfect Image will soon offer hotels, resorts, spas and cruise ships its computer-based imaging system. With the system, a technician comes to a guest's...

...the screen a range of possible cosmetic makeovers, including weight changes, hair color and style, cosmetic surgery, dental reconstruction, body contouring, color analysis and more.

"We've targeted hotels and resorts for this..."

File 129:PHIND(Archival) 1980-2002/Jan W4  
File 9:Business & Industry(R) Jul/1994-2002/Feb 05  
File 15:ABI/Inform(R) 1971-2002/Feb 06  
File 16:Gale Group PROMT(R) 1990-2002/Feb 06  
File 20:Dialog Global Reporter 1997-2002/Feb 06  
File 43:Health News Daily 1990-2002/Feb 05  
File 148:Gale Group Trade & Industry DB 1976-2002/Feb 06  
File 149:TGG Health&Wellness DB(SM) 1976-2002/Jan W4  
File 160:Gale Group PROMT(R) 1972-1989  
File 441:ESPICOM Pharm&Med DEVICE NEWS 2002/Jan W2  
File 481:DELPHEs Eur Bus 97-2002/Jan W4  
File 583:Gale Group Globalbase(TM) 1986-2002/Feb 05  
File 635:Business Dateline(R) 1985-2002/Feb 06  
File 636:Gale Group Newsletter DB(TM) 1987-2002/Feb 06  
File 442:AMA Journals 1982-2002/Feb B2  
File 444:New England Journal of Med. 1985-2002/Feb W1  
File 457:The Lancet 1986-2000/Oct W1

Set	Items	Description
S1	36229	CRUISE()SHIP? ?
S2	11077	(DESTINATION OR VACATION OR HOLIDAY)() (RESORT OR RESORTS)
S3	83594	SHOPPING()MALL? ?
S4	330605	SPA OR SPAS OR GYM OR GYMS
S5	37089	(HEALTH OR EXERCISE)()CLUB? ?
S6	265624	TOOTH OR TEETH OR DENTAL
S7	71621	WHITEN??? OR BLEACH???

S8 120012 COSMETIC  
S9 479570 S1:S5  
S10 4706 S7:S8(3N)S6  
S11 223 S9 AND S10  
S12 86 S9(S)S10  
S13 55 RD (unique items)  
S14 16 S13/2002 OR S13/2001  
S15 39 S13 NOT S14  
S16 39 Sort S15/ALL/PD,D

\*\*\*\*\*

File 35:Dissertation Abs Online 1861-2002/Feb  
File 94:JICST-EPlus 1985-2002/Dec W4  
File 65:Inside Conferences 1993-2002/Feb W1  
File 77:Conference Papers Index 1973-2002/Jan  
File 98:General Sci Abs/Full-Text 1984-2001/Dec  
File 144:Pascal 1973-2002/Feb W1  
File 155:MEDLINE(R) 1966-2002/Jan W2

Set	Items	Description
S1	594	CRUISE()SHIP? ?
S2	59	(DESTINATION OR VACATION OR HOLIDAY) () (RESORT OR RESORTS)
S3	597	SHOPPING()MALL? ?
S4	6103	SPA OR SPAS OR GYM OR GYMS
S5	258	(HEALTH OR EXERCISE) () CLUB? ?
S6	381209	TOOTH OR TEETH OR DENTAL
S7	22078	WHITEN??? OR BLEACH???
S8	28663	COSMETIC
S9	7566	S1:S5
S10	1099	S7:S8(3N)S6
S11	0	S9 AND S10
S12	1	S9 AND S6 AND S7:S8 [not relevant]

\*\*\*\*\*

16/3,AB,K/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2002 ProQuest Info&Learning. All rts. reserv.  
01910365 05-61357

**L.A. vision tests best at Vista**

Siebert, T W; Buyikian, Teresa

Adweek (Southeast Ed.) v20n38 PP: 2 Sep 20, 1999 ISSN: 8756-6389

JRNL CODE: ADD

WORD COUNT: 344

ABSTRACT: Kovel/Fuller's marketing vision was judged the best as it won Vista Eyecare Inc.'s freestanding optical stores advertising business. Annual billings are estimated at \$9 million.

...TEXT: it acquired three of its competitors last year [Adweek, Aug. 2].

**NVA primarily operates its eyecare centers in retail stores, with the new acquisitions mostly stand-alone sites located in shopping and strip malls . Kovel/Fuller's assignment is for that latter half of the business...**

16/3,AB,K/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01880993 05-31985

Vista eyecare focuses on compiling short list

Siebert, T W

Adweek (Southeast Ed.) v20n31 PP: 5 Aug 2, 1999 ISSN: 8756-6389

JRNL CODE: ADD

WORD COUNT: 312

ABSTRACT: Vista Eyecare is conducting an agency search for its \$9 million account. The eyewear retailer expects to have a short list of 5 to 6 shops from the Southeast and Los Angeles by the end of this week.

...TEXT: of three competitors: New West Eye Works, Frame-nLens and MidWest Vision. **NVA operated its eyecare centers in Wal-Mart retail stores, with the new acquisitions mostly freestanding sites located in malls...**

16/3,AB,K/11 (Item 11 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

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01713260 SUPPLIER NUMBER: 03823255

**Health: crossroads over the horizon?**

Kahl, Anne; Clark, Donald E.

Occupational Outlook Quarterly, v29, p4(8)

Summ, 1985

CODEN: OOQUA ISSN: 0199-4786 LANGUAGE: English RECORD TYPE:

Fulltext

WORD COUNT: 2975 LINE COUNT: 00299

... a new emphasis on consumer convenience (house calls by physicians, mobile dentistry, and **24-hour emergency centers in shopping malls**, for example) and to the still novel sight of billboards, newspaper ads, and circulars extolling...

22/3,AB,K/1 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.

(c) 2002 The Gale Group. All rts. reserv.

05329029 SUPPLIER NUMBER: 58451630

For an uprooted, peripatetic citizenry, the transit lounge is the new hearth.(Column)(Statistical Data Included)

Iyer, Pico

Architecture, 88, 12, 83

Dec, 1999

DOCUMENT TYPE: Column Statistical Data Included ISSN: 0746-0554

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1487 LINE COUNT: 00111

... that belong to nowhere. The affluent fly to Dubai--or even to Pittsburgh's Sky Mall --just to shop, and **the modern airport is equipped with all the amenities of a major city, from golf courses to dental clinics**, from mini-breweries to gyms. The airport in Dallas/Fort Worth is larger than Manhattan...

22/3,AB,K/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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01723423 03-74413'

Discount dental plans provide low-cost alternative for employers to offer the benefit

Anonymous

Employee Benefit Plan Review v53n4 PP: 36-39 Oct 1998 ISSN: 0013-6808

JRNL CODE: EBP

WORD COUNT: 1442

**ABSTRACT:** Discount dental plans, also called referral plans, are not insurance plans, but network-based voluntary plans that provide access to dental care at a guaranteed cost. These plans involve negotiated arrangements between an employer and a network of dentists who have agreed to a discounted rate in exchange for patient referrals from the employer. For an employer, a discounted voluntary dental plan can be an ideal way to add a dental benefit at little cost and with virtually no administrative obligation.

...**TEXT:** Dental, which is a DSO that has a licensee arrangement with Sears Roebuck, has 56 dental centers in Sears stores as well as freestanding units in malls. The facilities are located in seven states: Illinois, Indiana, Michigan, New York, Ohio, Pennsylvania, and Wisconsin...

22/3,AB/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00725142 93-74363

**Retail Versus Private Dental Practices: Do the Patients Differ?**

Bush, Robert P.; Nitse, Philip S.

Journal of Health Care Marketing v12n1 PP: 39-47 Mar 1992 ISSN:  
0737-3252 JRNL CODE: JHC

WORD COUNT: 4924

**ABSTRACT:** A telephone survey was conducted in 12 different cities in the southeastern US. Of 1,997 calls, 947 yielded usable responses from persons who had received or taken someone else for dental care within the past 6 months. Respondents were asked to recall specific details about the dental facility they visited. **Retail dentistry practices were defined as facilities located in department stores, malls, or similar outlets and offering extended hours of operation.** Private dental practitioners were defined as isolated private dental practices either in freestanding locations or housed in a building-office complex with other health care and dental services. Both private and retail dental service patrons rank quality service, reputation, and competence as important criteria in choosing a dentist. However, the retail dental facility ranks lower in reputation than its private practice counterpart. The retail dental facility appears to attract a distinct segment of the dental market whose perceived needs and wants are closely matched by a convenience-oriented facility.

22/3,AB/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00529303 91-03647

**Retail Dentistry: A Comparative Analysis of Traditional and Non-Traditional Practices**

Stell, Roxanne; Pickett, Gregory M.

Health Marketing Quarterly v8n1,2 PP: 59-77 1990 ISSN: 0735-9683  
JRNL CODE: HMQ

**ABSTRACT:** Dentists are deviating from traditional approaches of dental care delivery systems and opening retail dental centers. These dental centers are often located in shopping malls, provide more convenient hours, and advertise extensively to generate a large volume of business. Retail dentistry represents a billion dollar market and may be an important alternative for recent dental graduates lacking the financial resources to establish a private practice. Since little is known about retail dentists and their clientele, information concerning retail dentistry is provided by comparing the economic, practitioner, and practice characteristics in

retail and traditional dental settings. Potential differences in patient contact activity and dentists' perceptions toward the use of marketing tools are also described.

22/3,AB/9 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00268675 85-09108

**Dental Cleanup**

Ferguson, Ted

Canadian Business v58n2 PP:40-44 Feb 1985 ISSN: 0008-3100 JRNL CODE: CB  
ABSTRACT: **Tridont Dental Centres** (Toronto, Ontario), founded 5 years ago by dentists Brian Price and Howard Rocket, grossed more than C\$40 million in 1984 and has become the **largest storefront dentistry operation in North America**. **Tridont offices, set up in shopping malls**, offer long hours and attract dentists by offering them a percentage of revenues and a buy-in option. According to Rocket, Tridont dentists average about C\$50,000 in their first year. The stores have become the dental industry's major employer. Before Price and Rocket could launch their stores, they had to prove to real estate firms that their concept was viable. In addition, established, traditional dentists objected to the competition. However, the 2 proved that their stores were not stealing regular clients from dentists. The Tridont stores have since gained the respect of the industry and of the Royal College of Dental Surgeons. The high cost of establishing dental offices has led many dentists to apply to Tridont. Price is now trying to buy Omni Dentrrix Systems Corp. in the US, and the 2 men have founded Health Court International Ltd., a shopping center health care concept.

22/3,AB/10 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00261510 85-01943

**For Some Tenants, a Mall Is Not a Home**

Klokis, Holly

Chain Store Age Executive v60n11 PP: 73-74 Nov 1984 ISSN: 0193-1199  
JRNL CODE: CSA

ABSTRACT: Increasing numbers of nonretail, nontraditional businesses are seeking shopping center space. For some developers, it may be a matter of too few traditional stores to fill available space. Other developers are building centers without major department stores, off-price projects, and downtown developments. Furthermore, the mall is being made the cornerstone of the community, and tenants are brought in to satisfy the market need. According to Steve Bogden of Price Development, developers often put too many of the same types of stores in malls, which he believes is unfair to each. If a center is merchandised correctly, secondary locations can be made first-rate. **Price Development has an unusual array of mall tenants, among them: 1. an automobile dealer showroom, 2. a retail tire outlet, 3. a full-service dental clinic, and 4. a specialty mailing service.** One way to minimize potential losses or low return on investment is to complement a nontraditional tenant with a compatible traditional one. The success of the nontraditional tenant depends on how it is sold and presented.

22/3,AB,K/11 (Item 11 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
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01504408 SUPPLIER NUMBER: 02781092

**Adding dental care to shopping lists.**

Nation's Business, v71, p77(2)

June, 1983

CODEN: NBUSA

ISSN: 0028-047X

LANGUAGE: English

RECORD TYPE:

Fulltext

WORD COUNT: 426 LINE COUNT: 00044

... He continues his practice while other--often younger--dentists staff the franchise. **Identified as "RDC Dental Center" in a mall, a franchise** can bring in as much as \$800,000 a year, Gudmundson says...

22/3,AB/12 (Item 12 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00183380 82-24941

**Introducing New Operating Procedures: Dental Services Cast in New Mold**

Galginaitis, Carol

Advertising Age v53n41 PP: M-9, M-18 Sep 27, 1982 ISSN: 0001-8899

JRNL CODE: ADA

**ABSTRACT: Shopping mall dental centers, dental departments in retail stores,** and health maintenance organizations (HMOs) provide dental services at lower costs than at traditional private practices. Most of the retail dental centers combine aggressive marketing with convenient hours and location. **The number of such centers has increased 44% since mid-1981.** Stores lease space to an administrator who rents to a dentist or group of dentists. Success depends on visibility, access, and mass marketing. Pro-Dex Inc. (in California Sears stores) has developed an advertising campaign relying heavily on instore and mall advertising. Dentalworks (in New Jersey and Pennsylvania) originally emphasized low cost in its marketing activities; now the focus is on quality, accessibility, and convenience. Omnidentix Systems Corp. (Boston, Massachusetts) tries to convince a complacent public to seek dental care. HMOs tend to treat dental care as secondary and have undertaken little promotional activity to stimulate interest. The HMO instead relies on its sales force and direct mail campaigns.

22/3,AB/13 (Item 13 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

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00172946 82-14507

**Leasing Execs Learn New Ways to Mix It Up**

Anonymous

Chain Store Age Executive v58n6 PP: 114, 116 May 1982 ISSN: 0193-1199

JRNL CODE: CSA

**ABSTRACT: A shopping center is dependent on its tenant mix to create an attractive and exciting environment for shopping.** As the owners and managers of malls across the nation find themselves with an opportunity to improve that mix with every 10-year lease that expires, they are becoming more sophisticated at remerchandising. Developers are glad to see an established chain spin off a variation on its original theme because that means one more potential tenant. Lerner, for example, has spun off Jenny Lane, and General Nutrition is giving birth to Natural Health stores. Other possible tenants might include such draws as coin collecting shops and "while-you-wait" photo shops. **Another candidate for secondary locations is the dental clinic.** Because they can page a patient, the person can wander around the mall while waiting. Finally, the most

difficult part of merchandising or remerchandising a shopping center seems to be locating and signing up the local mom-and-pop operations, who are often reluctant to move. Whether locals or chains, tenants are the strength of the mall, and developers agree that an open mind is needed as new types of tenants emerge.

22/3,AB/14 (Item 14 from file: 15)  
DIALOG(R) File 15:ABI/Inform(R)  
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00167370 82-08931

**A Fast Root Canal? McDentist Slater Has the Franchise**

Anonymous

New England Business v4n5 PP: 50-53 Mar 15, 1982 ISSN: 0164-3533

JRNL CODE: NEN

ABSTRACT: Despite the problem of too many dentists and too few dental patients, David Slater, a lawyer-businessman, is pressing forward with plans to shake up the established world of dentistry. **Slater's Omnidentix Systems Corp. is aimed at becoming the leader of retail dentistry.** An assemblage of people with dental expertise and fastfood and franchising backgrounds serve as corporate managers and directors of Omnidentix. Thus far, 3 Omnidentix centers have opened in Massachusetts. The firm's goal is to have some 100-200 stores nationwide within 5 years, each grossing up to \$1 million. **Each of these stores, located in shopping malls or other high-traffic areas,** will be able to accommodate 12,000 patients a year. **Omnidentix is seeking dentists to invest in the franchised clinics.** This fast-serve concept in dentistry should stimulate competition and force prices down. Omnidentix rivals other smaller retail dental centers emerging throughout the US. While the idea of instant dental care may be appealing to many consumers, the dental centers that offer care for low fees are also likely to offer lower dentists' salaries, compared to those in private practice.

File 15:ABI/Inform(R) 1971-2002/Feb 06  
File 75:TGG Management Contents(R) 86-2002/Jan W4  
File 88:Gale Group Business A.R.T.S. 1976-2002/Feb 06  
File 13:BAMP 2002/Jan W4  
File 623:Business Week 1985-2002/Feb 05

Set	Items	Description
S1	1340	EYECARE OR EYE()CARE
S2	78898	EMERGENCY OR CRITICAL()CARE
S3	90009	WALK
S4	166346	VISION
S5	610523	CENTER? ? OR CENTRE? ?
S6	48681	CLINIC? ?
S7	759	S1:S4()S5:S6
S8	3003	CRUISE()SHIP? ?
S9	879	(DESTINATION OR VACATION OR HOLIDAY)()RESORT? ?
S10	34924	MALL OR MALLS
S11	7589	GYM OR GYMS
S12	5158	(HEALTH OR EXERCISE)()(SPA OR SPAS OR CLUB OR CLUBS)
S13	12	S7(S)(S8:S12)
S14	11	RD (unique items)
S15	0	S14/2002 OR S14/2001
S16	11	Sort S14/ALL/PD,D
S17	16766	DENTAL
S18	16	S17()S5:S6 (S)S8:S12

Serial 09/483526  
Searcher: Jeanne Horrigan  
February 6, 2002

25

S19            15    S18 NOT S13  
S20            14    RD (unique items)  
S21            0    S20/2002 OR S20/2001  
S22            14    Sort S20/ALL/PD,D  
\*\*\*\*\*

22/3,AB/9 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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00268675 85-09108

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33/3,AB,K/18 (Item 18 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02054193 Supplier Number: 42653446  
**Sterling Optical closes four of seven state stores**  
Hartford Courant (CT), pD1  
Jan 7, 1992

Language: English Record Type: Abstract  
Document Type: Newspaper; Trade  
ABSTRACT:

**Sterling Optical (Hackensack, NJ) has closed 4 of its 7 Connecticut stores. The firm, which is the 4th-largest optical retailer in the US, filed for bankruptcy protection under Chapter 11 on 12/31/91. The closures in Connecticut include stores in New Haven, Danbury, Trumbull and West Hartford/Farmington. Stores in Waterbury, Stamford and Milford remain open. According to the manager of the Westfarms mall, where one of the closed stores was located, on 1/3/92, without warning, Sterling Optical managers 'informed their employees they were closing and told them they had a number of minutes to get their things together and leave.' The closings were attributed to the recession and debt. In its Chapter 11 filing, the company listed assets of \$45.7 mil and liabilities of \$55.6 mil. In 10/91, Sterling was running 215 stores in 20 states, the District of Columbia and Canada, vs 242 stores in 1/91. The firm will sell around 130 of the stores that are still operating to an American Vision Centers (New York, NY) affiliate, according to Sterling marketing analyst Beth Cevalasco.**